



## Virginia Green Visitor Center Profile:



**RICHMOND METROPOLITAN  
CONVENTION & VISITORS BUREAU**  
[www.visit.richmond.com](http://www.visit.richmond.com)

**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

### Richmond Regional Visitor Center

"We are a certified visitor center for the Richmond Region."

**Green Statement:** "The Richmond Region Visitor Center is located inside the Virginia Green Greater Richmond Convention Center and we are dedicated to the Virginia Green Program."

### CORE ACTIVITIES for all *Virginia Green* Visitor Centers

☑ This symbol indicates a required activity for Virginia Green Visitor Centers. Participants self-certify that these activities are in place and they provide additional specifics on other activities. Visitors to **Richmond Region Visitor Center** can expect the following practices:

☑ **Recycling and Waste Reduction.** Virginia Green facilities must recycle Glass Bottles and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:

- Recycle: glass, aluminum cans, steel cans, plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies, fluorescent lamps,
- Plenty of highly-visible signage promoting recycling and bins
- Track overall waste bills and recycling poundage and bills
- Reduce paper wastes by providing "on-line" access to brochures and other tourism information
- Purchase recycled content paper and toilet tissue
- Use "green" cleaners that are dispensed in bulk
- Minimize the use of pesticides and herbicides

☑ **Styrofoam/Disposables Minimization.** Participants are encouraged to minimize use of all disposables and eliminate the use of Styrofoam products for take-out and left-overs. This facility pledges that they:

- Eliminated the use of Styrofoam
- Use disposable containers made from bio-based materials, recycled content paper, and that are compostable and/or recyclable

☒ **Water Conservation.** The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Have:
  - low flow restrictors on faucets and showerheads
  - low flow toilets
- Preventative maintenance of drips and leaks

☒ **Energy Conservation.** The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:

- Have an "energy management system" in place to track and meter energy usage
- Use compact fluorescent light bulbs
- Have individual thermostats for each room/area

☒ **Support Virginia Green.** Pledge to promote the efforts of Virginia Green to your clients, members and staff and encourage them to join or do business with Virginia Green participants. This partner organization pledges that they:

- Create a Virginia Green mini-exhibit for display which features the program, logo, website and Virginia Green Participants in your region and your Virginia Green Profile.

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For more information on **Richmond Regional Visitor Center**, see [www.visit.Richmond.com](http://www.visit.Richmond.com) or contact **Toni Bastian** at [tbastain@richmondva.org](mailto:tbastain@richmondva.org) .

For more information on the *Virginia Green* program, see [www.deq.state.va.us/p2/virginiagreen/homepage.html](http://www.deq.state.va.us/p2/virginiagreen/homepage.html) or go to [www.virginiagreentravel.org](http://www.virginiagreentravel.org).



*Virginia Green* is the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

